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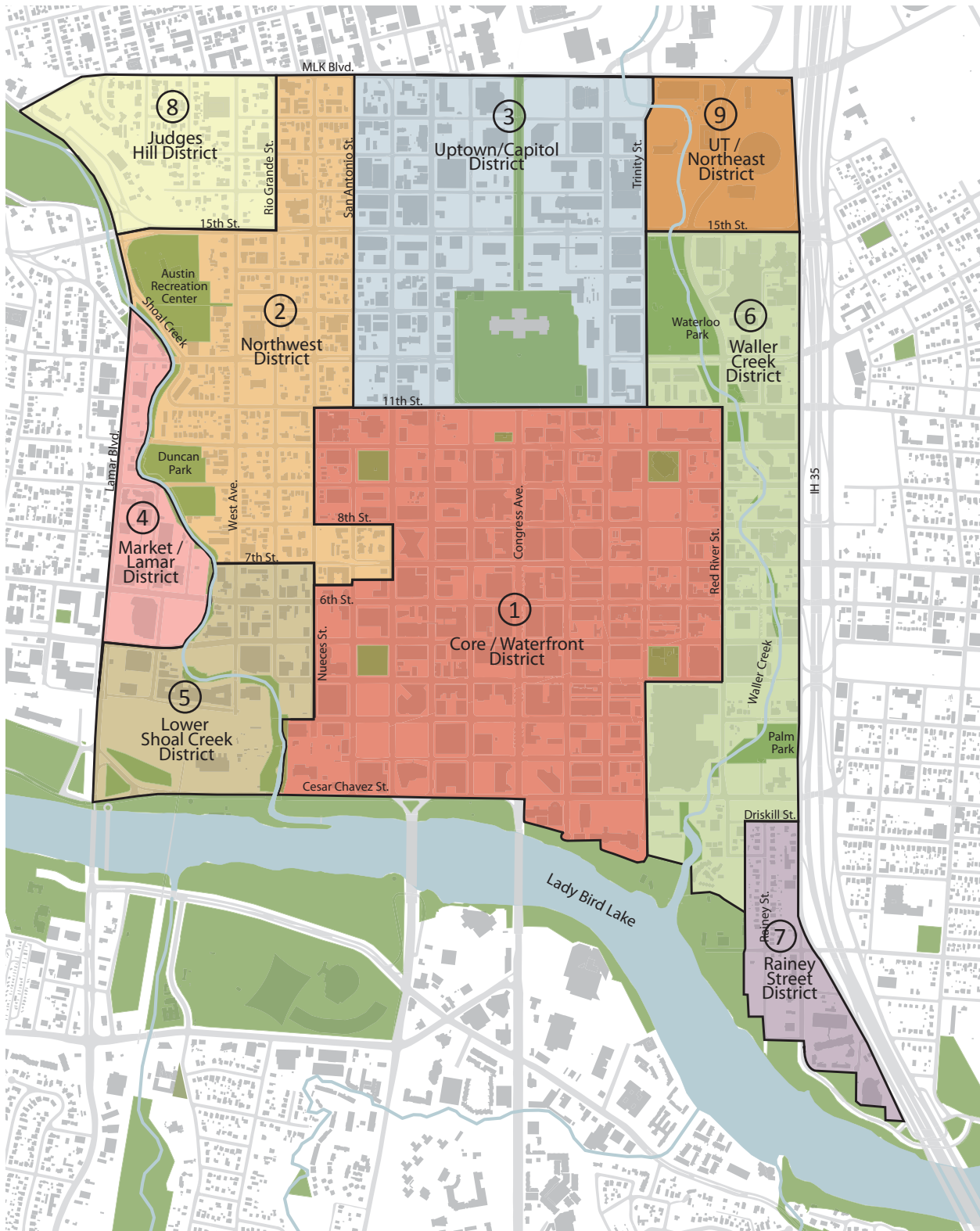
Downtown Districts

Downtown is not a monolithic or homogenous place: it is a series of sub-areas or districts that have evolved differently since Austin's beginnings in 1839 - with different uses and activities, building types and heights and property ownership patterns. The character of Downtown ranges from the skyscrapers of Congress Avenue to the single-family neighborhood of Judges Hill. This diversity gives Downtown an authentic sense of place - a unique character that fosters district pride, enjoyment and investment, as well as visitor appeal.

As part of the Downtown Austin Plan, nine such districts have been identified as areas that share common characteristics in terms of their built form and scale, activities and uses and the issues and opportunities that they face. Delineating these areas as districts has allowed their stakeholders to convene and discuss those characteristics, to understand what is important to preserve, where and what kinds of new development should be encouraged, and the kinds of public improvements that should be given the highest priority.

This section of the DAP provides a summary of the issues, opportunities and priorities of the districts, except for the single-family neighborhood of Judges Hill and The University of Texas-owned Northeast/UT District, both of which will be the subject of future planning processes. Three of the Downtown districts – the Northwest, the Core/Waterfront and the Waller Creek districts have been developed as District Plans, with more detailed recommendations that have informed the recommendations of the DAP. (The Waller Creek District Plan²¹, adopted by the City Council in June 2010, was part of a separate planning effort guided by an advisory committee and resulting in a master plan for the design of the creek corridor and surrounding area.). As additional district plans are completed, it is anticipated that the overall DAP will be refined and amended accordingly.

In the meantime, the following district summaries may be used to help guide preservation, development and investment in each district, or simply to convey an overall picture of each of these unique areas.



Downtown Districts Map

SUMMARY OF DISTRICT GOALS

1 CORE/WATERFRONT DISTRICT

- Enhance the Core as the premier employment, cultural and visitor center of the region.
- Improve the quality of the pedestrian experience.
- Make it easier to get to Downtown and move around without a car.
- Restore and activate the historic squares.
- Ensure that the District is a welcoming and affordable place for all.
- Preserve the historic building fabric.

2 NORTHWEST DISTRICT

- Preserve neighborhood's historic residential character.
- Bring residents back to neighborhood.
- Preserve existing tree canopy along streets.
- Preserve and enhance existing open space.
- Improve pedestrian environment.
- Improve conditions for bicycling.
- Improve Shoal Creek and improve quality and accessibility of its creekside trail.

3 UPTOWN/CAPITOL DISTRICT

- Promote broader diversity of uses.
- Encourage redevelopment of underutilized properties and parking garages along the Lavaca/Guadalupe and San Jacinto/Trinity Street transit corridors.
- Enhance State Capitol campus along Congress Avenue, consistent with the 1989 Texas Capitol Master Plan.
- Enhance streets to be pedestrian/bicycle-friendly and to link better with Downtown and UT.

4 MARKET/LAMAR DISTRICT

- Strengthen area as compact, pedestrian-oriented mixed-use district, with retail and restaurant uses.
- Improve quality and safety of pedestrian environment, particularly along Lamar Boulevard, 5th and 6th streets.
- Enhance streets to be more bicycle-friendly.
- Enhance Shoal Creek, addressing flood control and improving continuity and accessibility of trail.
- Promote appropriately-scaled new development to transition to neighborhoods west of Lamar.

5 LOWER SHOAL CREEK DISTRICT

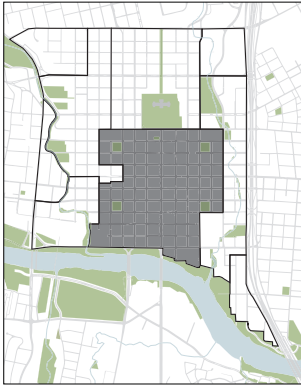
- Improve Creek as open space amenity, and improve continuity and accessibility of trail.
- Improve flood capacity and riparian character of Creek corridor.
- Extend street grid to create stronger bicycle, pedestrian and vehicular linkages to Core/Waterfront.
- Promote mix of residential, commercial, cultural and visitor-oriented uses that contribute to the day and nighttime life.

6 WALLER CREEK DISTRICT

- Transform Creek into urban greenway and linear open space that connects surrounding community.
- Create continuous pedestrian and bicycle access between Lady Bird Lake and UT in/near Creek corridor.
- Improve pedestrian and bicycle connections between East Austin, UT, Waller Creek and Core/Waterfront.
- Maintain and enhance environmental and habitat value of Creek as a riparian corridor.
- Encourage new development that promotes area as diverse, livable, and affordable mixed-use district with a distinctly local feel.
- Establish activities along Creek that contribute to its safety and vitality and to area's economic revitalization.
- Promote as a place for creative and cultural activities, including live music venues, galleries, studios, etc.
- Improve Palm and Waterloo parks to better serve adjacent neighborhoods and to provide opportunities for community-wide events and recreation.

7 RAINEY STREET DISTRICT

- Allow for orderly transition from single-family enclave to high density, mixed-use neighborhood.
- Establish infrastructure master plan to promote an adequate roadway, pathway and utility network.
- Create stronger pedestrian and bicycle linkages to CBD, Lady Bird Lake, Waller Creek and East Austin.
- Create improved roadway connectivity to IH 35 frontage road and Cesar Chavez.
- Preserve existing tree canopy along Rainey Street.



CORE/WATERFRONT DISTRICT

(See also detailed district plan at www.cityofaustin.org/downtown.)

District Specific Goals:

1. Enhance the Core/Waterfront as the premier employment, cultural and visitor center of the region.
2. Improve the quality of the pedestrian experience.
3. Make it easier to move around without a car.
4. Restore and activate the historic squares.
5. Ensure that the District is a welcoming and affordable place for all.
6. Preserve the historic building fabric.

Top Three Public Improvement Priorities (per 256 responses from 2009 survey):

1. Great Streets (72%), particularly Congress Avenue and East 6th Street
2. Existing open space improvements (46%), including the historic squares
3. Public parking facility (33%)

Existing Form and Character:

- The Core/Waterfront is the most intensely developed and urbanized district of the city. Focused along Congress Avenue between Lady Bird Lake and the Capitol, it has a strong and memorable identity that is recognizable throughout the region.
- The area consists of numerous sub-districts, each with its own unique identity, including: Congress Avenue, East 6th Street, the Warehouse District, the three historic squares, 2nd Street, the Waterfront and the Convention Center area.
- The District faces and embraces Lady Bird Lake, the region's pre-eminent open space and one of the community's most beloved gathering places.
- The Core is the principal address for corporate office users and for major "flagship" hotels.

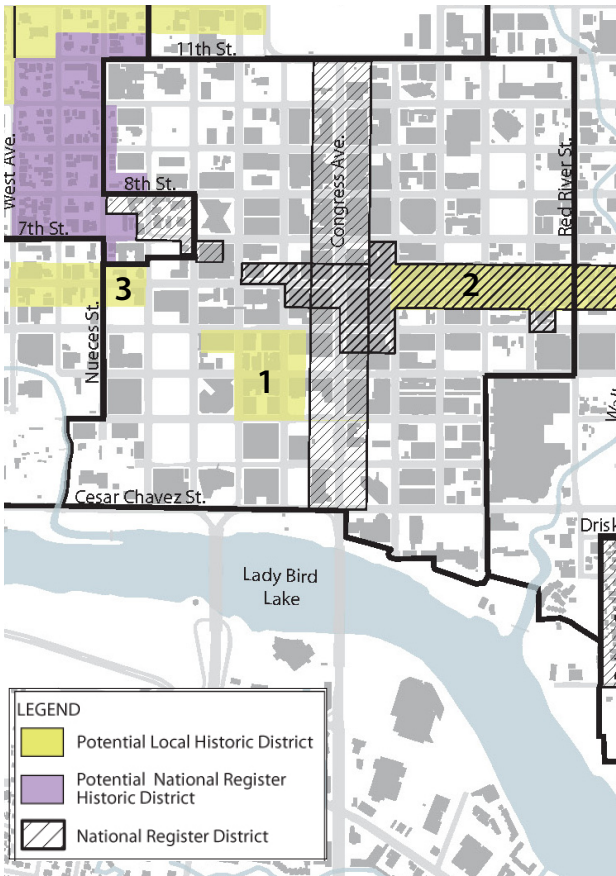
Congress Avenue the, "Main Street of Texas", is the principal axis of the Core/Waterfront District.



- Downtown's waterfront has emerged as a high-density residential and mixed-use area.
- The eastern portion of the Core is least developed, characterized by underutilized parcels, parking lots and a concentration of social services.

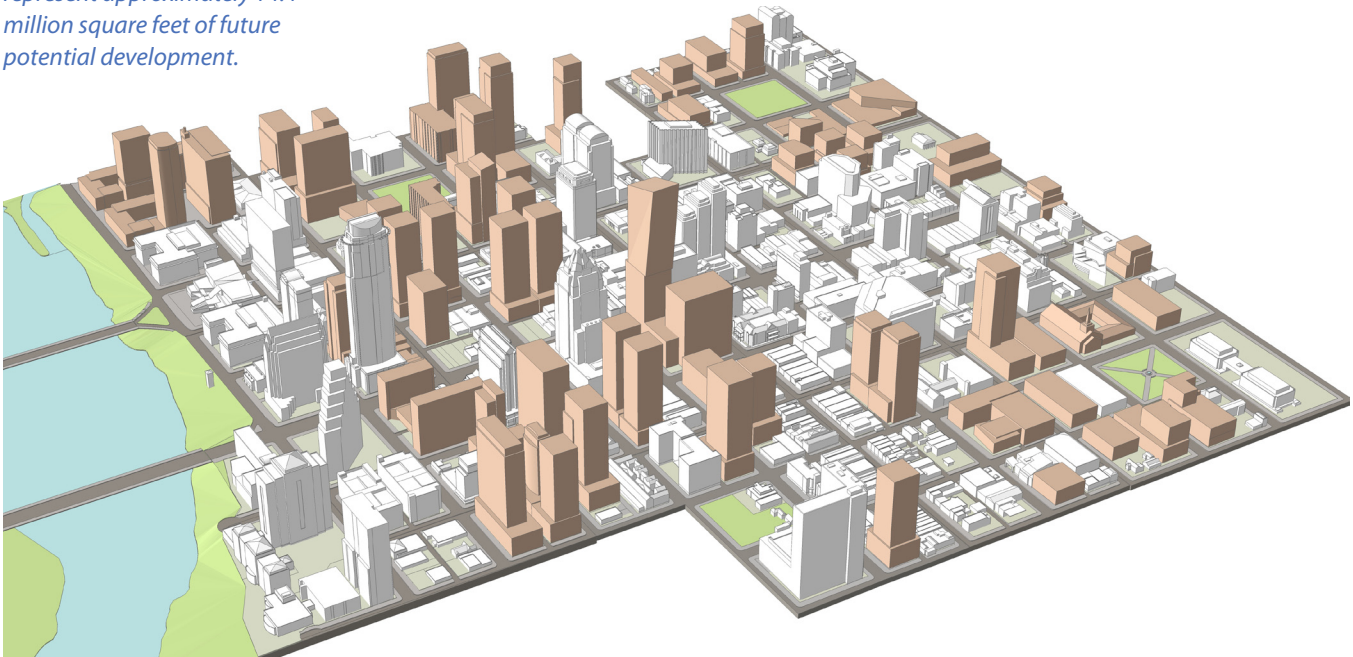


Core/Waterfront District Form and Character Analysis



Existing and Potential Historic Districts

The sites shown in brown represent approximately 14.4 million square feet of future potential development.



Historic Resources Identification:

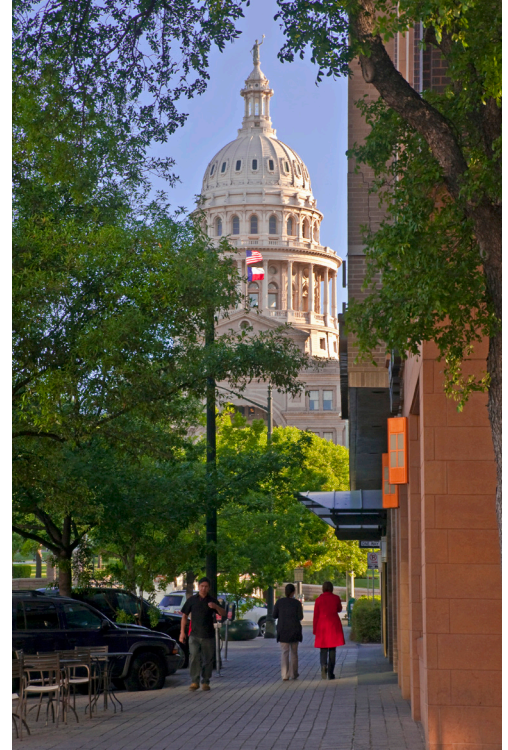
- On the basis of windshield surveys and the City's 1984 Cultural Resources Survey, several sub-areas of the Core/Waterfront District have been identified as potential historic districts, subject to further study and property owner interest. These are:
 1. A possible Local Historic District (LHD) in a portion of the railroad-oriented warehousing district which began to develop in the 1870s. The focus of this district is Colorado Street, between West 3rd and West 5th, between Lavaca Street and the north-south alley immediately west of Congress Avenue.
 2. A possible Local Historic District could be created within the existing East 6th Street National Register Historic District (NRHD); and
 3. A possible Local Historic District is identified along the segment of West 6th Street, between San Antonio Street and West Avenue.

Development Opportunity Sites:

- There are 63 properties, totaling about 50 acres that have been assembled to a quarter-block or greater. (See Form and Character Analysis map on p. 35.)
- These "opportunity sites" are relatively unconstrained and could likely develop over the next five to 15 years, representing approximately 14.4 million square feet of development.

Urban Design Priorities:

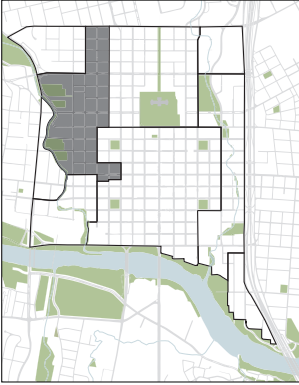
- Incentivize office and hotel uses to bolster the Core/Waterfront as the premier office employment district and visitor destination of the region.
- Improve the pedestrian environment and streetscape throughout the District and especially along Congress Avenue and East 6th Street.
- Establish a better mix of ground-level retail uses throughout, particularly along Congress Avenue, 2nd Street and East 6th Street.
- Ensure a concentration of live music venues, but control the number of cocktail lounge uses.
- Promote redevelopment and revitalization of the east side of the Core/Waterfront, with catalyst public projects and improvements (e.g., Waller Creek, East 6th Street and Congress Avenue streetscapes, Brush Square, affordable/supportive housing).
- Promote publicly-accessible plazas and pocket parks on private land.
- Create form-based design standards that promote compatibility between new buildings which are adjacent to historic structures or along designated historic street frontages (e.g., Warehouse District).
- Establish development standards that allow for multiple towers to be constructed on one block (e.g., tower spacing and setback requirements).
- Require or incentivize some percentage of below-grade parking.
- Preserve Red River Street Entertainment District as a live music district that fosters innovation.



Congress Avenue should be enhanced as a green boulevard with active pedestrian-oriented uses.



East Sixth Street (left) and Second Street (right) are also major pedestrian activity spines within Downtown.



NORTHWEST DISTRICT

(See also detailed district plan at www.cityofaustin.org/downtown.)

District-Specific Goals:

1. Preserve the neighborhood's historic residential character.
2. Bring residents back to the neighborhood.
3. Preserve the existing tree canopy along the streets.
4. Preserve and enhance existing open space.
5. Improve the pedestrian environment.
6. Improve conditions for bicycling.
7. Improve Shoal Creek and the quality and accessibility of its creekside trail.

Top Three Public Improvement Priorities (per 36 responses from 2009 survey):

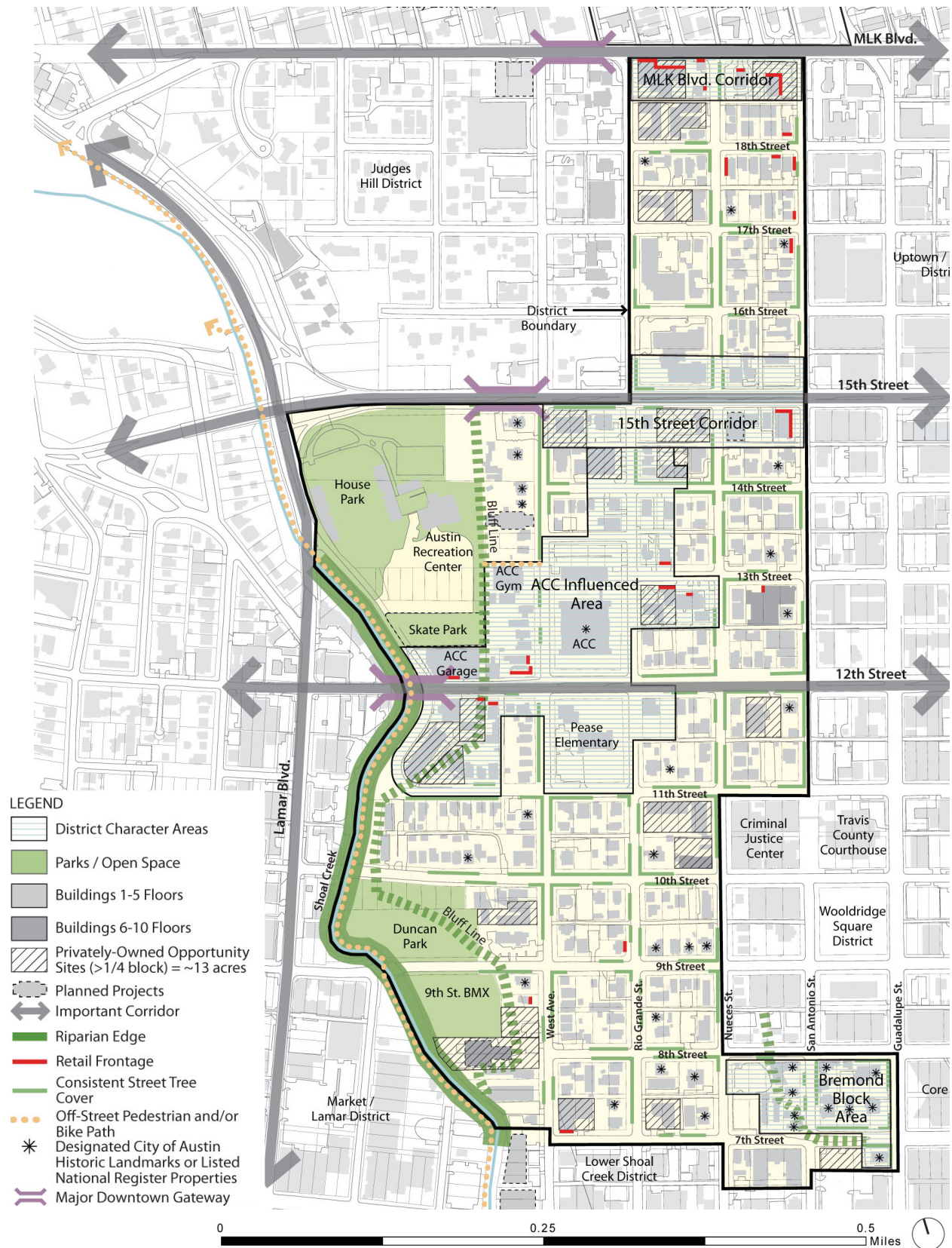
1. Great Streets (64%)
2. Off-street multi-use trails (47%)
3. Creek stabilization and flood improvements (42%)

Existing Form and Character:

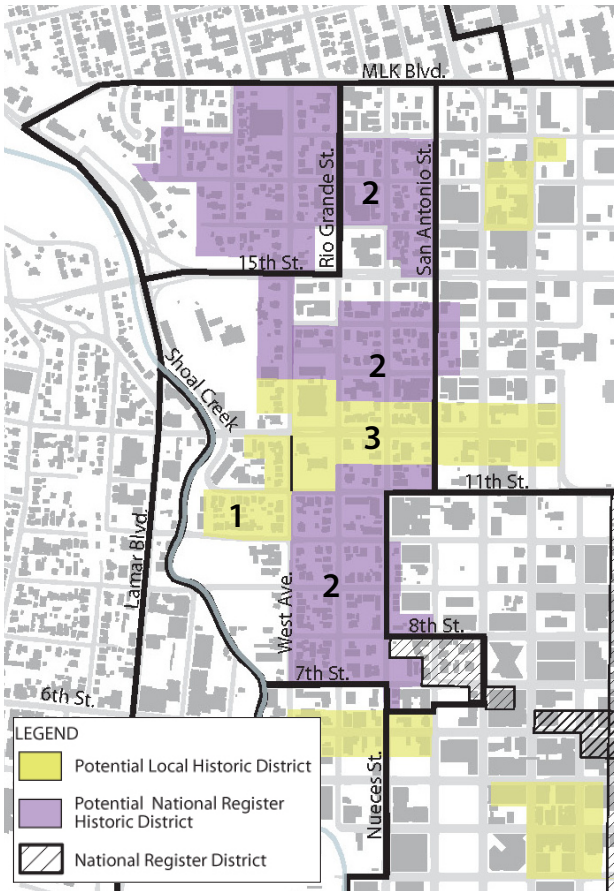
- Most of this area was developed as Austin's first residential neighborhood, with houses of prominent citizens dating back to the mid-19th century.
- The historic residences are typically one and two floors and include front porches set back from the sidewalk by 10 to 15 feet. The Bremond Block Historic District is an exceptional collection of some of the largest historic houses.
- The mature streetyard tree canopy throughout the District contributes greatly to the character of the area, as well as to the city's urban forest.
- Many of the homes have been restored, but few are currently in residential use. Most have been rehabilitated for office use, including many law offices, which benefit from their proximity to the County Courthouse and Capitol.
- There is little night-time activity in this area and few commercial (retail, restaurant) offerings. (Zoning within the District is predominantly LO, Limited Office, and GO, General Office, which precludes multi-family residential use.)
- The principal public open spaces of the neighborhood, Duncan Park/BMX Park and House Park, are located along Shoal Creek.
- The historic school structures at the heart of the neighborhood, now occupied by Austin Community College (ACC) and Pease Elementary School, create a campus environment and a center of activity. There are some small, neighborhood-serving retail uses nearby along 12th Street.

The Northwest District was Austin's first residential neighborhood.





Northwest District Form and Character Analysis



Existing and Potential Historic Districts

Infill development should respect the scale of the historic houses and preserve the tree canopy, like this example in Vancouver's West End neighborhood.



- The MLK edge of the neighborhood is immediately opposite the University Neighborhood Overlay (UNO), occupied by a mix of uses, including “strip-commercial”, multi-family housing, bed-and-breakfast and office.

Historic Resources Identification:

- On the basis of windshield surveys and the City’s 1984 Cultural Resources Survey, the following three sub-areas of the Northwest District have been identified as potential historic districts, subject to further study and property owner interest.
 1. A possible Local Historic District (LHD) is identified in the block between West Avenue and Shoal Creek, West 10th and 11th streets, and the east half of the block between West Avenue and Shoal Creek, 11th and 12th streets. The old West Austin Public School, now Pease Elementary, could also be included in this LHD.
 2. A possible National Register Historic District (NHRD) is identified along West Avenue, Rio Grande, Nueces and San Antonio streets. Portions of this area may also be incorporated into a LHD, associated with the district currently being contemplated by the Judges Hill Neighborhood.
 3. A possible Local Historic District (LHD) is identified along the West 12th Street. This street is presently and historically a significant “gateway” corridor into the original city, as it is one of the axial approaches to the Capitol Building.

The sites shown in brown represent approximately 1.0 million square feet of potential future development.

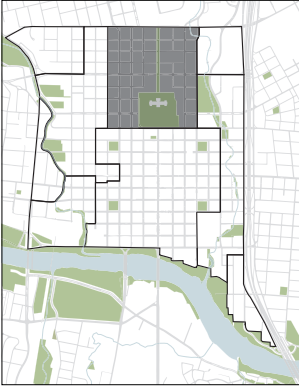


Development Opportunity Sites:

- There are 21 assembled properties, totaling about 13 acres. (See Form and Character Analysis map on p. 39.)
- These “opportunity sites” are dispersed throughout the District, are relatively unconstrained and could likely develop over the next five to 15 years, representing approximately 1.0 million square feet of development, under existing entitlements

Urban Design Priorities:

1. Amend zoning to allow a broader range of uses including multi-family residential.
2. Encourage neighborhood-serving retail and commercial uses along 12th Street and around the ACC campus.
3. Concentrate medium-density, mixed-use development along MLK Boulevard, West 15th Street, Lamar Boulevard and in the southern portions of the area south of West 8th Street.
4. Establish form-based design standards to promote compatibility with the historic neighborhood fabric.
5. Develop design standards for properties adjacent to Shoal Creek that will promote views and access to the creek.
6. Discourage or minimize above-grade parking.
7. Develop Nueces and Rio Grande streets as a “bicycle boulevard”, linking Lady Bird Lake, Downtown and UT.



UPTOWN / CAPITOL DISTRICT

District-Specific Goals:

1. Promote a broader diversity of uses beyond office to contribute to a more vibrant mixed-use district.
2. Encourage the redevelopment of underutilized properties and parking garages along the Lavaca/Guadalupe and San Jacinto/Trinity Street transit corridors.
3. Enhance the State Capitol campus north of the Capitol along Congress Avenue, consistent with the 1989 Texas Capitol Master Plan.
4. Enhance streets to be more pedestrian and bicycle-friendly and to create stronger linkages with other parts of the downtown and UT.
5. Provide a framework for direct coordination between the City and the State of Texas Facilities Commission to achieve mutually beneficial objectives.

Top Three Public Improvement Priorities (per 39 responses from 2009 survey):

1. Great Streets (69%)
2. New parks, pocket parks or plazas (51%)
3. Public parking facility (33%)

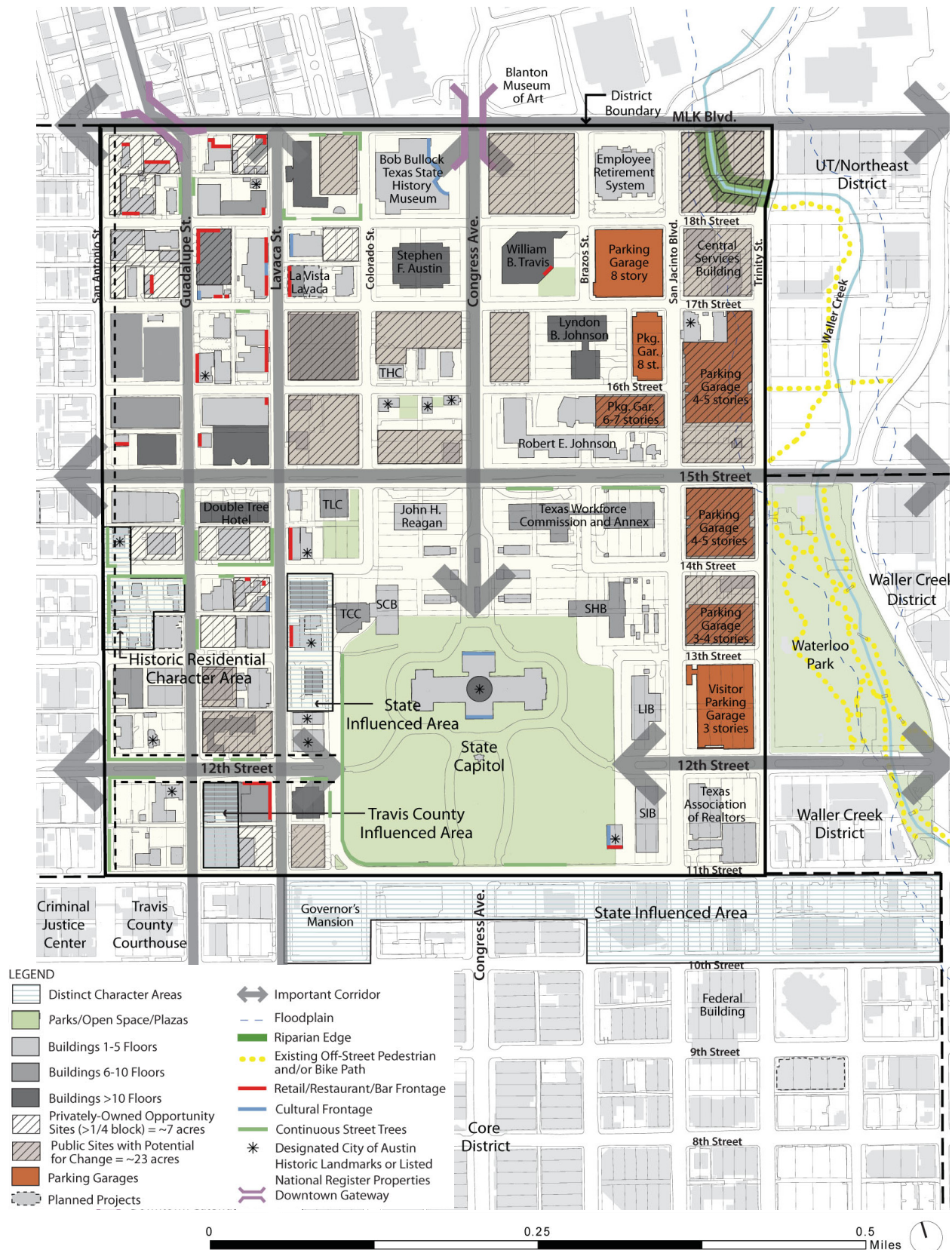
Existing Form and Character:

- The Uptown/Capitol District is anchored by the historic Capitol Building and Square and provides a transition between The University of Texas and the Central Business District.
- The area has a concentration of parking garages, particularly along San Jacinto and Trinity streets, creating an eight-block “dead” zone. Most of the State office buildings and their streetscapes need revitalizing.
- The Lavaca/Guadalupe Street corridor lacks a cohesive identity and contains a mix of building types, including high-rise office and residential buildings, historic single-family houses, single-story restaurants, fast food and art galleries.
- The western edge of the district along San Antonio Street is characterized by some historic buildings and by a mature tree canopy.

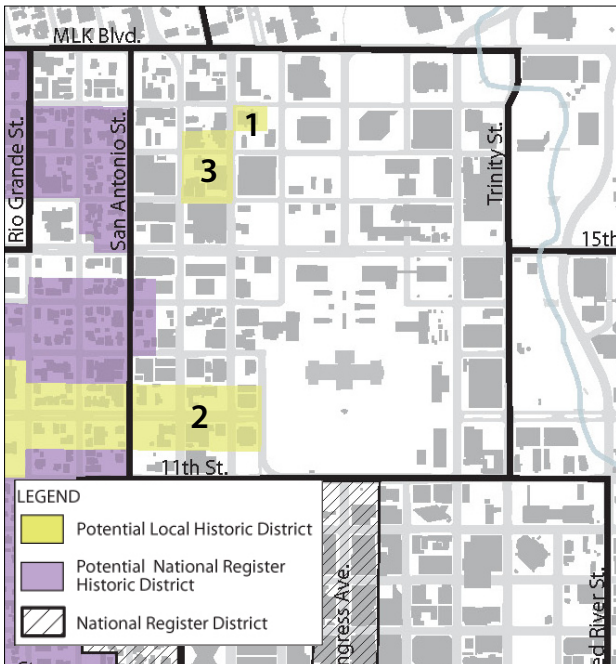
The Capitol is Downtown's most prominent building (left).

Neighborhood-oriented retail and restaurant uses between 17th and 18th streets (right).





Uptown / Capitol District Form and Character Analysis



Existing and Potential Historic Districts

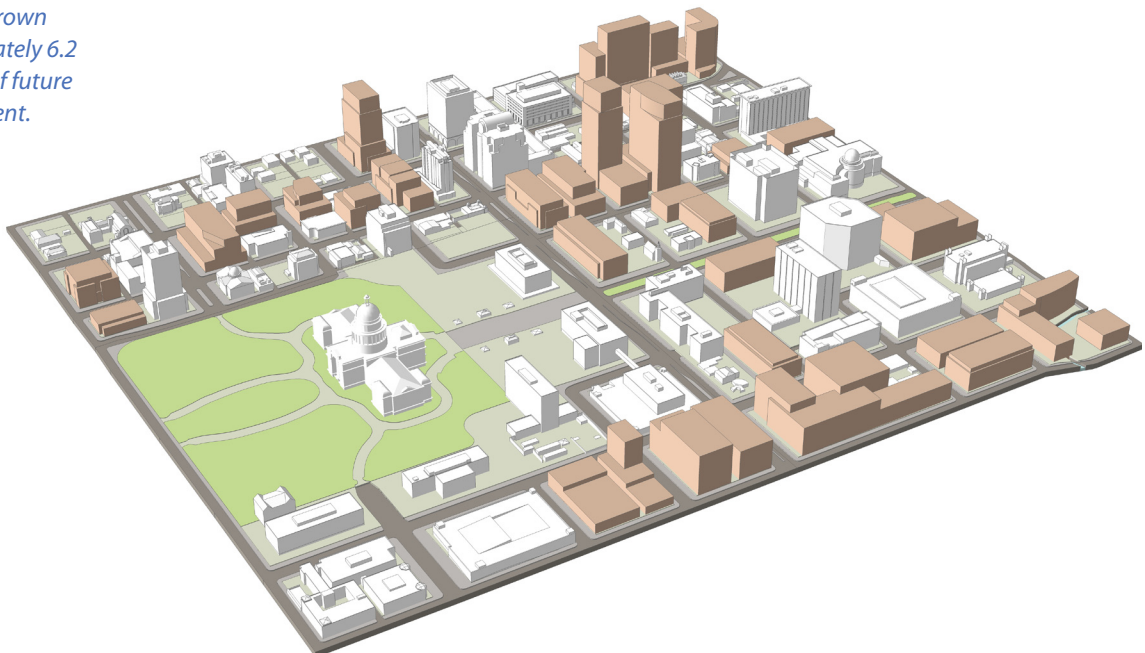
Historic Resources Identification:

- On the basis of windshield surveys and the City's 1984 Cultural Resources Survey, several sub-areas of the Uptown/Capitol District have been identified as potential historic districts, subject to further study and property owner interest. These are:
 - A possible Local Historic District (LHD) along Guadalupe and Lavaca streets, between West 16th Street and midblock between West 17th and West 18th streets.
 - A possible Local Historic District along West 12th Street, between West Avenue and Colorado.
 - A possible National Register Historic District (NHRD) along West 13th and West 14th, west of the midblock between San Antonio and Guadalupe streets.

Development Opportunity Sites:

- There are 28 properties, totaling 30 acres, which have been assembled to one-quarter-block or greater; many of these could redevelop over the next five to 15 years. (See Form and Character Analysis map on p. 43.)
- The opportunity sites include approximately 23 acres of publicly-owned (State) land, much of which is occupied by stand-alone parking garages constrained by Capitol View Corridors. These sites represent approximately 6.2 million square feet of development, given existing entitlements.

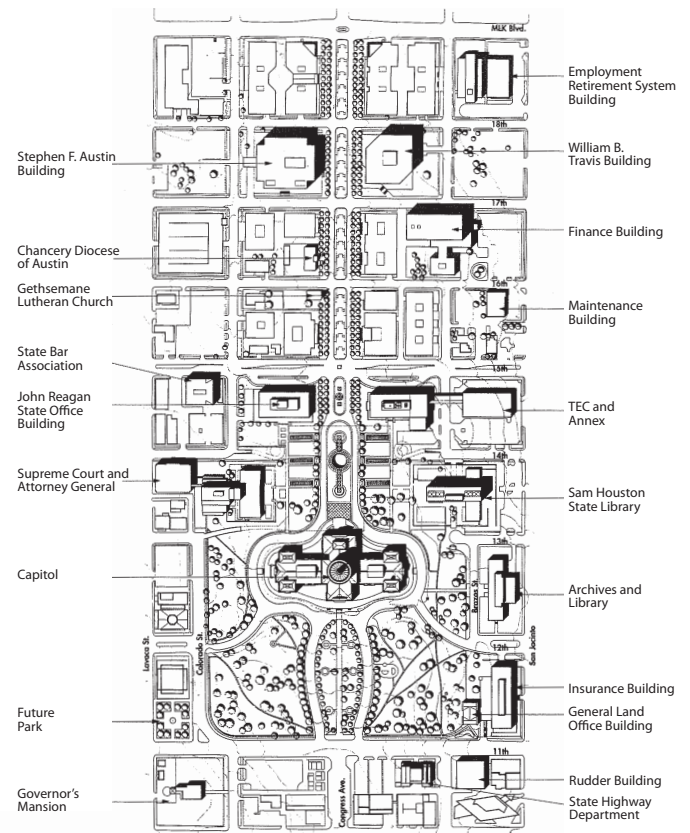
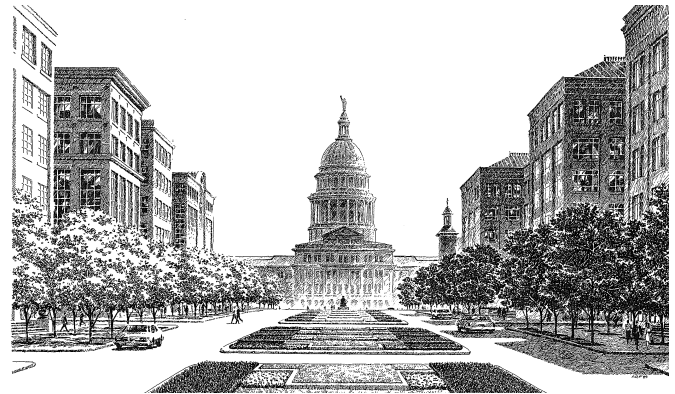
The sites shown in brown represent approximately 6.2 million square feet of future potential development.

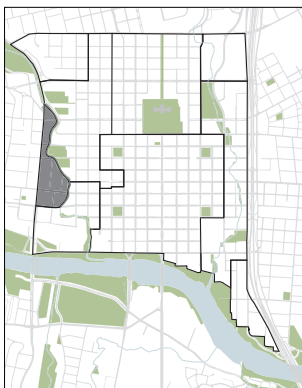


Urban Design Priorities:

- Improve North Congress Avenue as a landscaped civic axis, linking the Capitol and University of Texas campus.
- Concentrate new State of Texas buildings in a mid-rise configuration (less than 80 feet) along North Congress Avenue, consistent with the 1989 Capitol Master Plan.
- Explore potential for a major cultural use (museum) at the corner of MLK and Congress to expand an emerging museum district.
- Implement Great Streets improvements along Lavaca and Guadalupe streets.
- Promote a mix of higher density commercial and residential uses along the Lavaca/Guadalupe and Trinity/San Jacinto Street corridors.
- Establish form-based design standards for new development adjacent to or within potential historic districts.
- Encourage active, pedestrian-oriented uses, particularly adjacent to existing and planned transit routes along Guadalupe/Lavaca streets and San Jacinto/Trinity streets.
- Encourage additional retail and restaurant uses in the vicinity of 17th and 18th streets along Guadalupe and Lavaca streets to create a district activity center. Focus these uses around/adjacent to a new public open space.
- Encourage shared parking in private and public garages for special events along Waller Creek and UT.
- Promote workforce-affordable housing on publicly-owned parcels.

The 1989 Master Plan for the Capitol calls for the enhancement of North Congress Avenue as a civic spine extending to MLK Boulevard.





MARKET / LAMAR DISTRICT

District-Specific Goals:

1. Strengthen the area as a compact, pedestrian-oriented mixed-use district, with ground level retail and restaurant uses.
2. Improve the quality and safety of the pedestrian environment, particularly along the major arterials of Lamar Boulevard, 5th and 6th streets.
3. Enhance streets to be more bicycle-friendly.
4. Enhance Shoal Creek, addressing flood control and improving the continuity and accessibility of its creekside trail.
5. Promote new development that creates an appropriate scale transition to the neighborhoods west of Lamar Boulevard.

Top Three Public Improvement Priorities (per 35 responses from 2009 survey):

1. Great Streets (71%)
2. Off-street trails (51%)
3. Creek stabilization/flood control (40%)

Existing Form and Character:

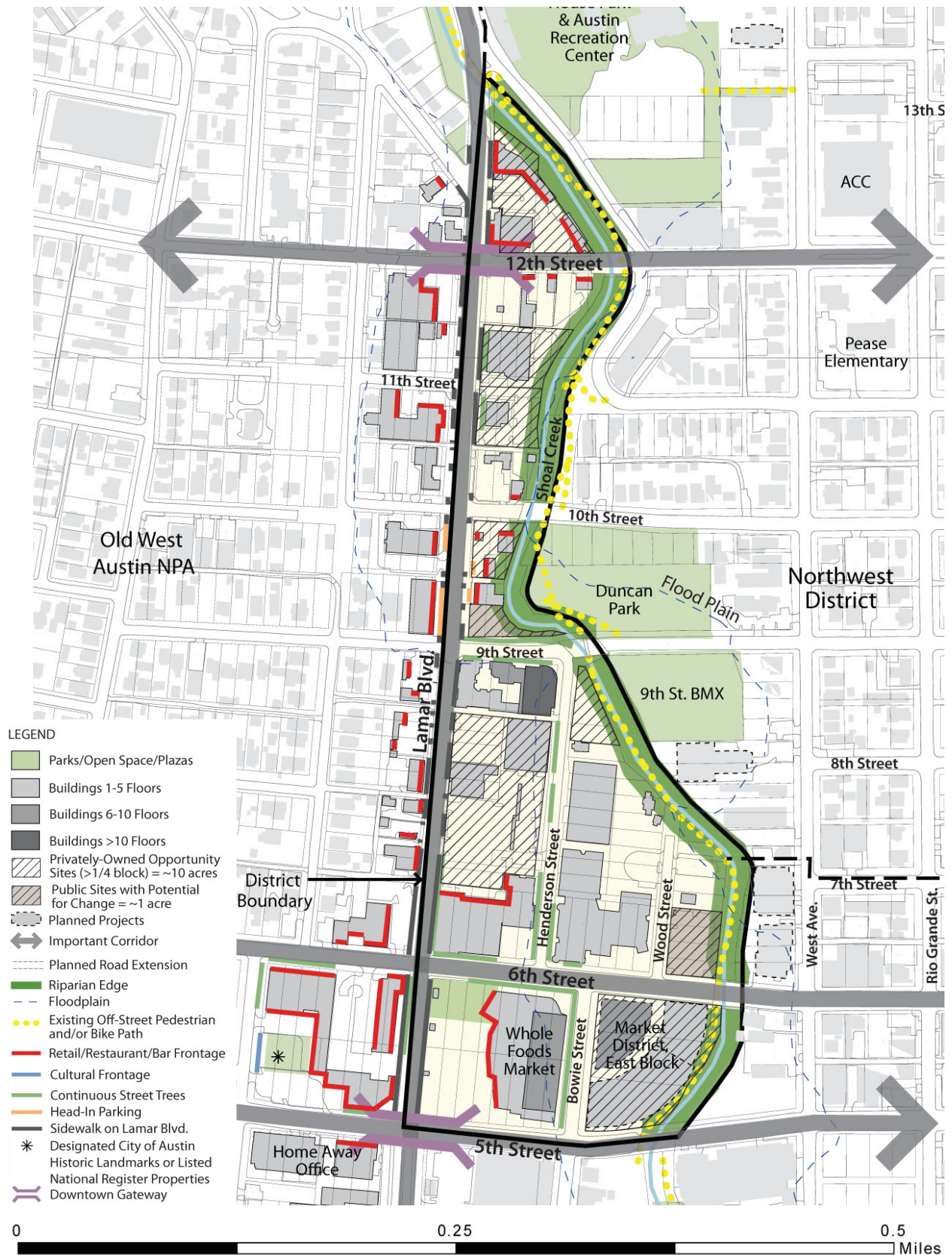
- The district is bordered by the Old West Austin Neighborhood Association (OWANA) on the west, Shoal Creek on the east and north, and Lower Shoal Creek District to the south.
- The OWANA neighborhood shares a rear property line with commercial uses along Lamar Boulevard.
- Along Lamar Boulevard, retail is the predominant land use.
- Lamar Boulevard has high vehicular traffic volumes and a poor pedestrian and bicycle environment, with its many curb-cuts and surface parking lots.
- The 100-year floodplain of Shoal Creek impacts a large portion of the district east of Henderson Street and north of 9th Street.

Historic Resources Identification:

- On the basis of windshield surveys and the City's 1984 Cultural Resources Survey, no sub-areas of the Lamar/Market District have been identified as potential historic districts warranting further study.

Lamar Boulevard is characterized by new development in close proximity to small-scale commercial and residential uses.





Market / Lamar District Form and Character Analysis



Curb cuts, parking lots, power poles and driveways along Lamar Boulevard interrupt pedestrian and bike circulation (above). Like Shoal Creek Saloon, new development should create a positive relationship with the creek (below).

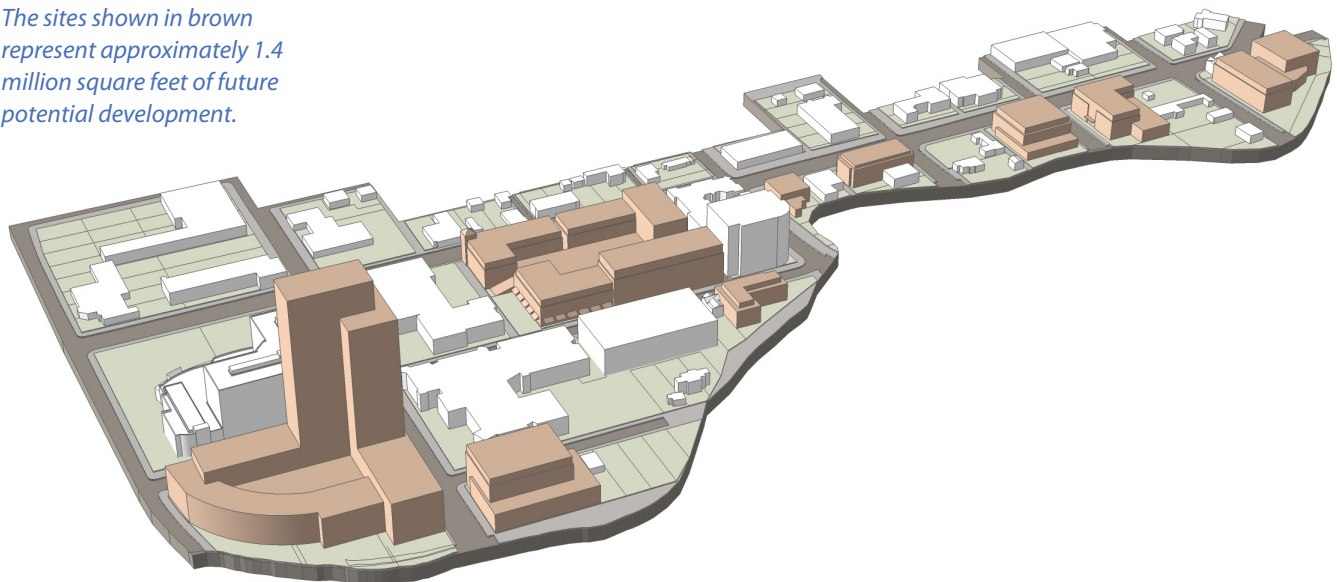
The sites shown in brown represent approximately 1.4 million square feet of future potential development.

Development Opportunity Sites:

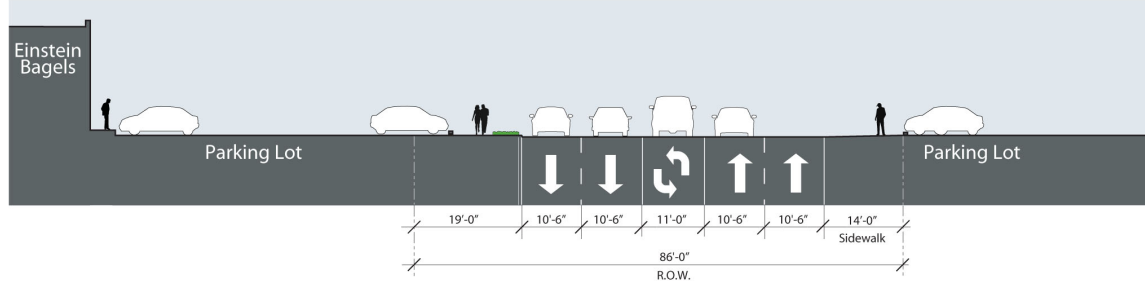
- There are nine assembled properties, of a quarter-block or greater in area, totaling about 11 acres. (See Form and Character Analysis map on p. 47.)
- These “opportunity sites” are relatively unconstrained and could develop over the next five to 15 years, representing approximately 1.4 million square feet of development under existing entitlements, however, flood levels limit the ability to do creeks-level development and below-grade parking. They are located primarily along Lamar Boulevard and Shoal Creek.

Urban Design Priorities:

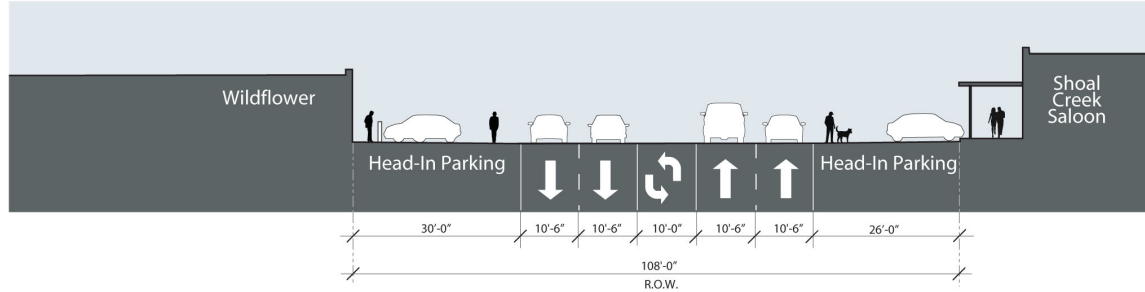
- Promote active, pedestrian-oriented uses, particularly along Lamar Boulevard, West 6th and West 5th streets. Encourage ground-level residential units with street entries along other streets. Improve pedestrian environments along these streets.
- Develop urban design regulations to better address compatibility with adjacent single-family buildings.
- Improve Duncan Park as a neighborhood-serving open space.
- Assure Shoal Creek trail continuity and maintenance, and define a flood control project for Shoal Creek.
- Encourage pedestrian-oriented uses that open onto Shoal Creek.
- Establish public access easements and specific creekside design regulations for properties abutting Shoal Creek.
- Limit exposure of above-grade parking garages along Shoal Creek.



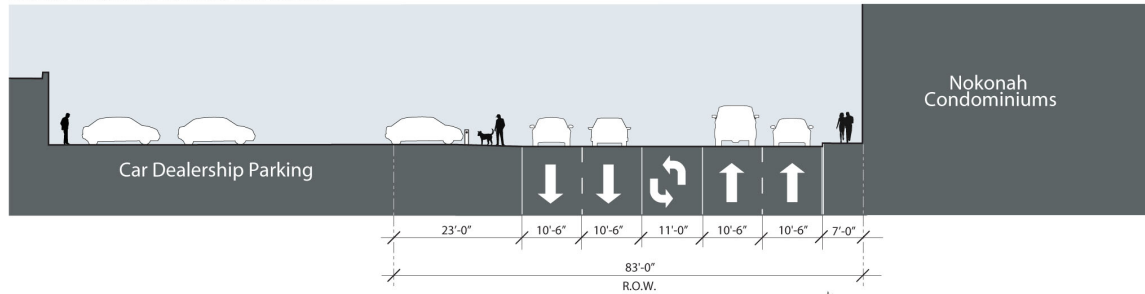
Lamar Between 11th and 12th Streets



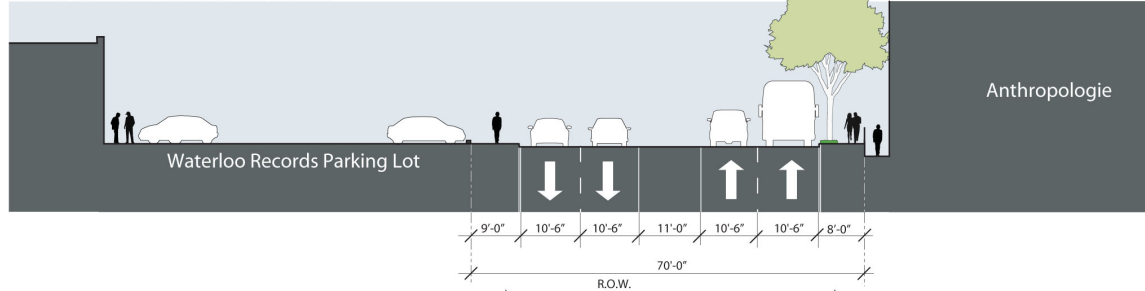
Lamar Between 9th and 10th Streets



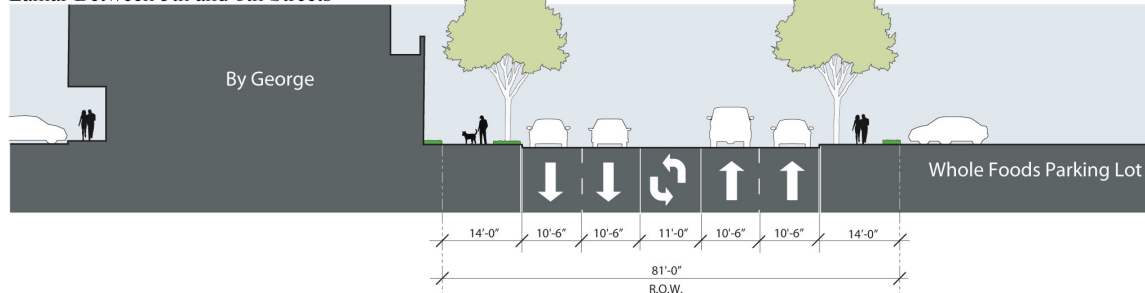
Lamar Between 8th and 9th Streets



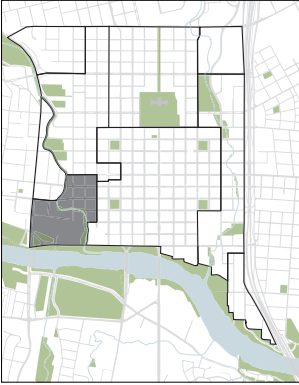
Lamar Between 6th and 7th Streets



Lamar Between 5th and 6th Streets



Lamar Boulevard Between 5th and 12th Streets: Existing Conditions



LOWER SHOAL CREEK DISTRICT

District-Specific Goals:

1. Improve Shoal Creek as the central open space amenity of the District, and improve the continuity and accessibility of its creekside trail. Improve the flood capacity and the riparian character of the corridor.
2. Extend the street grid to create stronger bicycle, pedestrian and vehicular linkages to the Core and Waterfront.
3. Promote a mixture of residential, commercial, cultural and visitor-oriented uses that contribute to the day and night-time life of the District.

Top Three Public Improvement Priorities (per 52 responses from 2009 survey):

1. Great Streets (60%)
2. Off-street hike and bike trails (54%)
3. Creek stabilization and flood control improvements (40%)

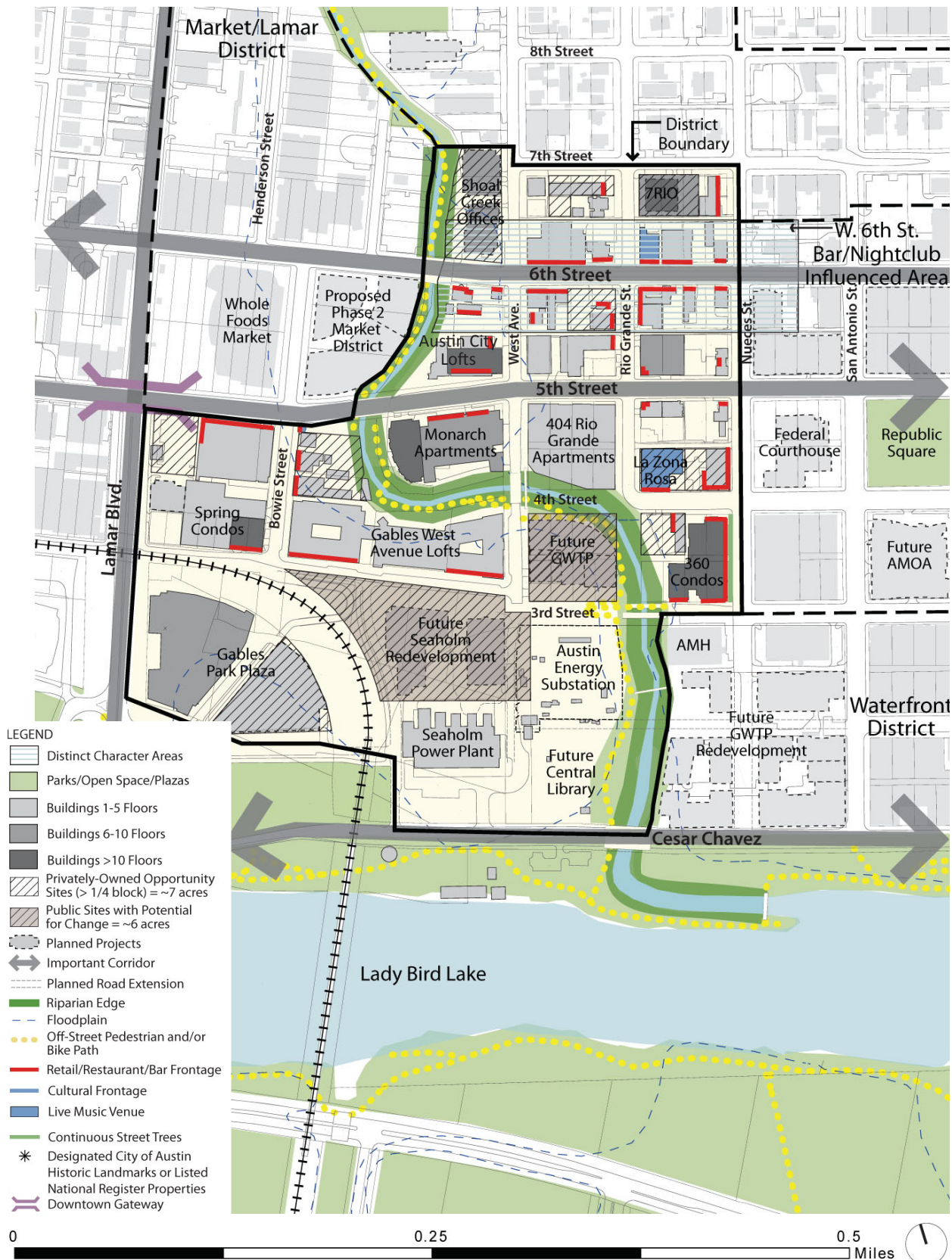
Existing Form and Character:

- Shoal Creek, with its steep banks and mature vegetation, bisects the District, giving it a highly distinctive image and identity.
- The area is currently undergoing significant transition from an industrial and warehouse district to a high-density, mixed-use neighborhood. Several major residential developments have recently been completed (360 Condos, Monarch Apartments, Gables Park Plaza, Spring Condos).
- The planned Green and Seaholm redevelopments, and the new Central Library, will create a significant activity center and linkage to the CBD.
- Connections between Downtown and the southern portion of the District are interrupted by Shoal Creek.

The Lower Shoal Creek District is emerging as a dense mixed-use neighborhood.



- The area includes a concentration of bars and nightclubs along West 6th Street and drive-through banks along West 5th Street. These streets have narrow sidewalks interrupted by many curb-cuts and driveways.

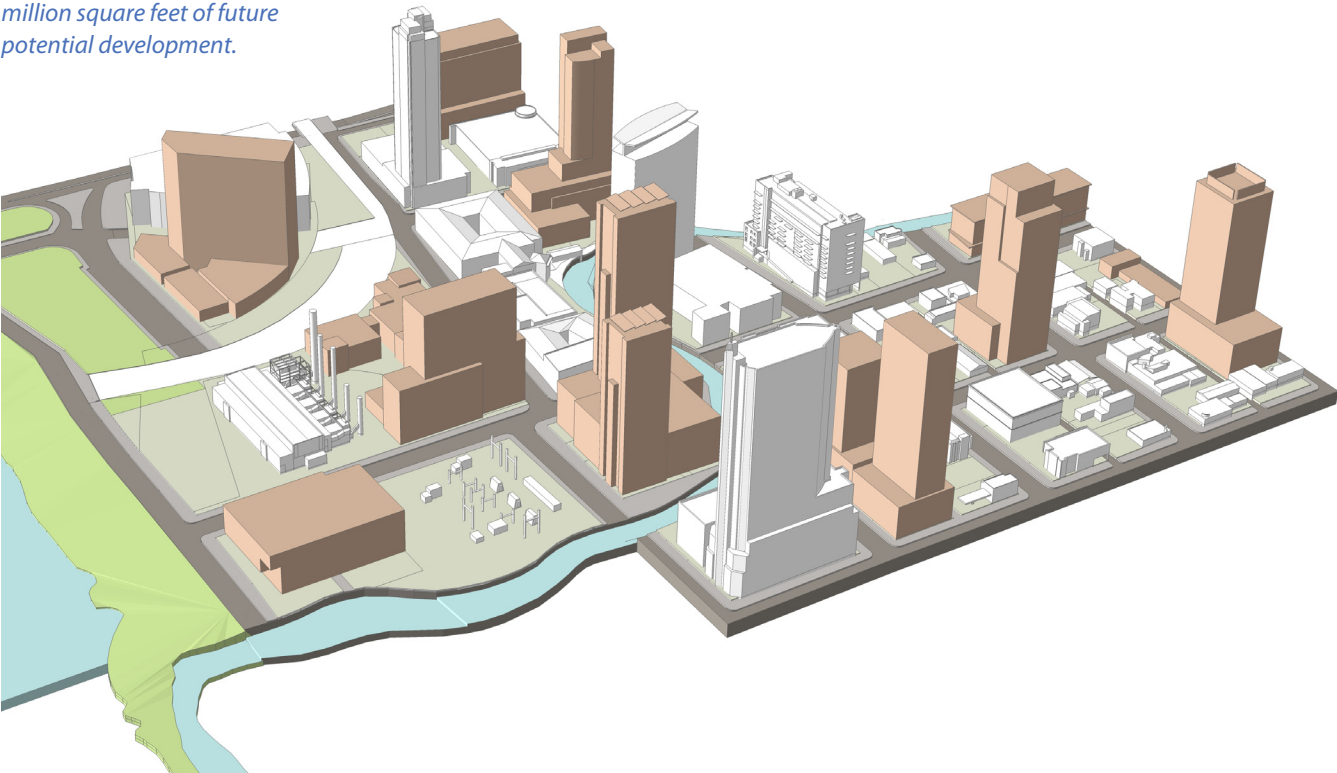


Lower Shoal Creek District Form and Character Analysis



New uses in the historic Seaholm Power Plant building will anchor adjacent hotel, office, civic and residential development.

The sites shown in brown represent approximately 3.0 million square feet of future potential development.



Historic Resources Identification:

- On the basis of windshield surveys and the City's 1984 Cultural Resources Survey, one possible Local Historic District has been identified, subject to more detailed study and property owner interest. It is located along the segment of West 6th Street between San Antonio Street and West Avenue.
- Shoal Creek includes some historic artifacts including the wooden rail trestle bridge at West 3rd Street. Mirabeau B. Lamar's first cabin was located at the mouth of Shoal Creek, which warrants an interpretive treatment, since Lamar was one of Austin's founding fathers and a leading proponent for Austin as the seat of Texas government.

Development Opportunity Sites:

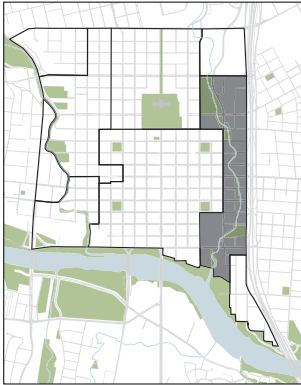
- The area is largely built out or planned.
- There are 12 assembled "opportunity sites", totaling about 13 acres.
- These "opportunity sites" are relatively unconstrained and could develop over the next five to 15 years, representing approximately 3.0 million square feet of development.

Urban Design Priorities:

- Implement the Seaholm and Green Water Treatment Plant redevelopment projects to link the District with the Core and Waterfront.
- Complete the Pfluger Bridge and associated Sand Beach Park to link this area with the Lady Bird Lake trail system and to the South Shore.
- Promote streetscape, creekscape, trails, promenade and open space improvements that establish stronger relationships to Downtown, Lady Bird Lake and Shoal Creek.
- Buildings abutting Shoal Creek should be subject to specific setback and other design requirements.
- Promote high levels of density, consistent with existing base zoning, while ensuring appropriate transitions to the Core/Waterfront and neighborhoods to the west.
- Promote building forms that preserve views to the Lake and reinforce their waterfront setting.
- Require ground-level treatments that reinforce the pedestrian realm, including active, pedestrian-oriented uses along key linking streets (i.e., West 5th, 6th, 3rd, Bowie streets).
- Discourage or prohibit any new automotive uses, drive-through services and exposed parking structures that compromise the pedestrian life and orientation of the area.
- Explore the potential for additional pedestrian bridges across and connecting both sides of Shoal Creek.
- Extend the Cesar Chavez Promenade westward to the Pfluger Bridge.

Buildings with a positive relationship to Shoal Creek include Garrido's Restaurant (left) and the West Avenue Lofts (right).





WALLER CREEK DISTRICT

(See also detailed district plan at www.wallercreekplan.org)

District-Specific Goals:

1. Transform Waller Creek into an urban greenway and linear open space that connects the surrounding community.
2. Create continuous pedestrian and bicycle access between Lady Bird Lake and UT in/near the Creek corridor.
3. Improve pedestrian and bicycle connections between East Austin, UT, Waller Creek and the Core and Waterfront.
4. Maintain and enhance the environmental and habitat value of the creek as a riparian corridor.
5. Encourage new development that promotes the area as a diverse, livable, and affordable mixed-use district with a distinctly local feel.
6. Establish activities along the Creek that contribute to its safety and vitality and to the area's economic revitalization.
7. Promote the District as a place for creative and cultural activities including live music venues, galleries, studios, etc.
8. Improve Palm and Waterloo parks to better serve their adjacent neighborhoods and to provide opportunities for community-wide events and recreation.

Top Three Public Improvement Priorities (per 57 responses from 2009 survey):

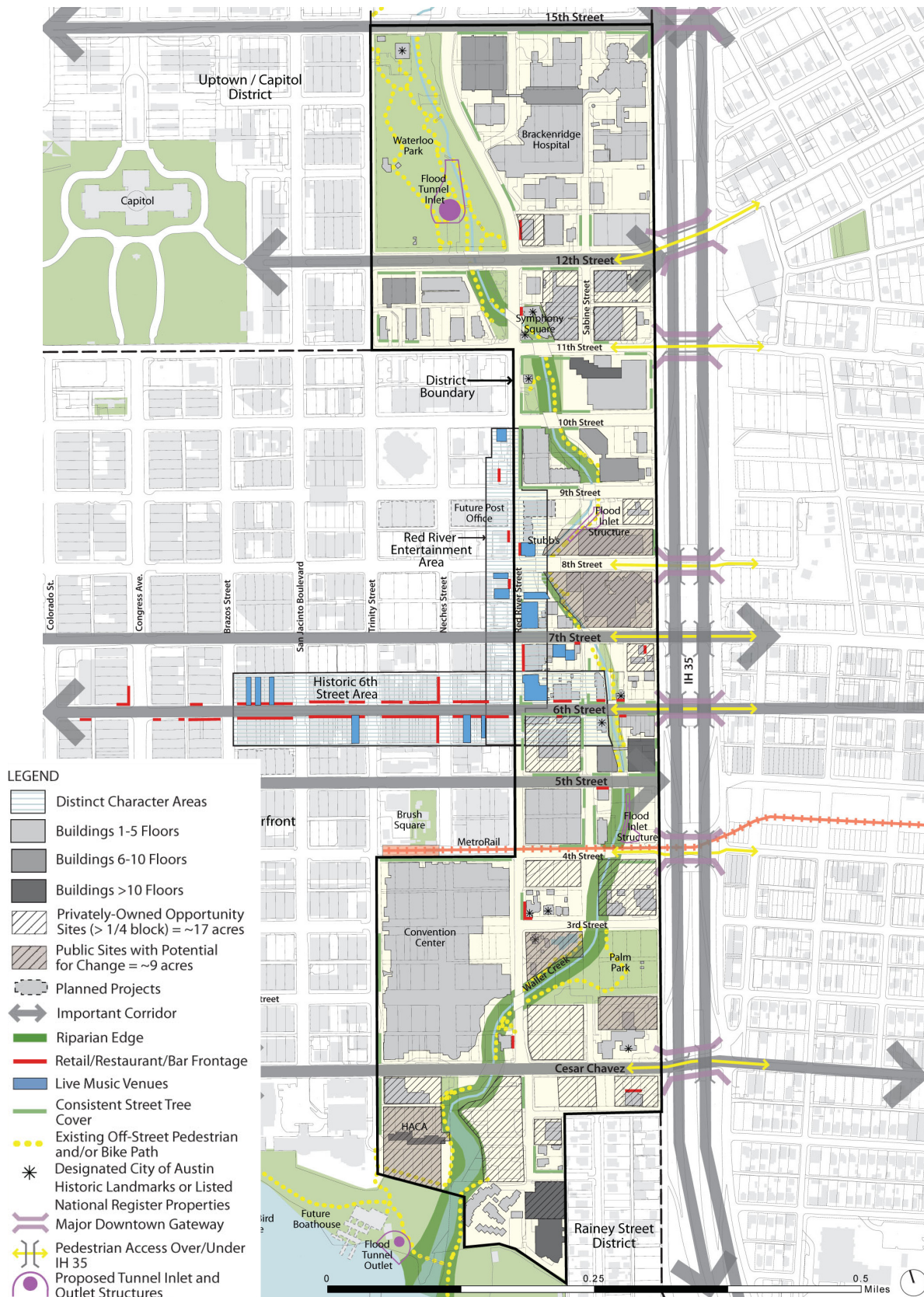
1. Great Streets (65%)
2. Off-street hike and bike trails (54%).
3. Creek stabilization and flood control improvements (47%)

Existing Form and Character:

- Development within the Waller Creek District is restricted by 13 Capitol View Corridors (CVCs), five of which originate from IH 35. Height limits beneath the CVCs range from 25 to 150 feet.
- The district is centered on Waller Creek, which links UT with Lady Bird Lake.
- Most development backs on to Waller Creek, rather than addressing it. The paths along the creek are discontinuous and in poor condition; some of the creek banks are eroding, homeless encampments exist throughout the corridor, particularly under bridges.
- The District includes two special areas: the East 6th Street National Historic Register District and the proposed Red River Live Music District.

There is a lack of public access along Waller Creek.





Waller Creek District Form and Character Analysis



Paths along the creek are discontinuous and in poor condition.

- The District is characterized by low-intensity development, underutilized lots, a concentration of social services and entertainment and bar uses.
- Many of the bridges and properties are historic and contribute greatly to Waller Creek's unique character.

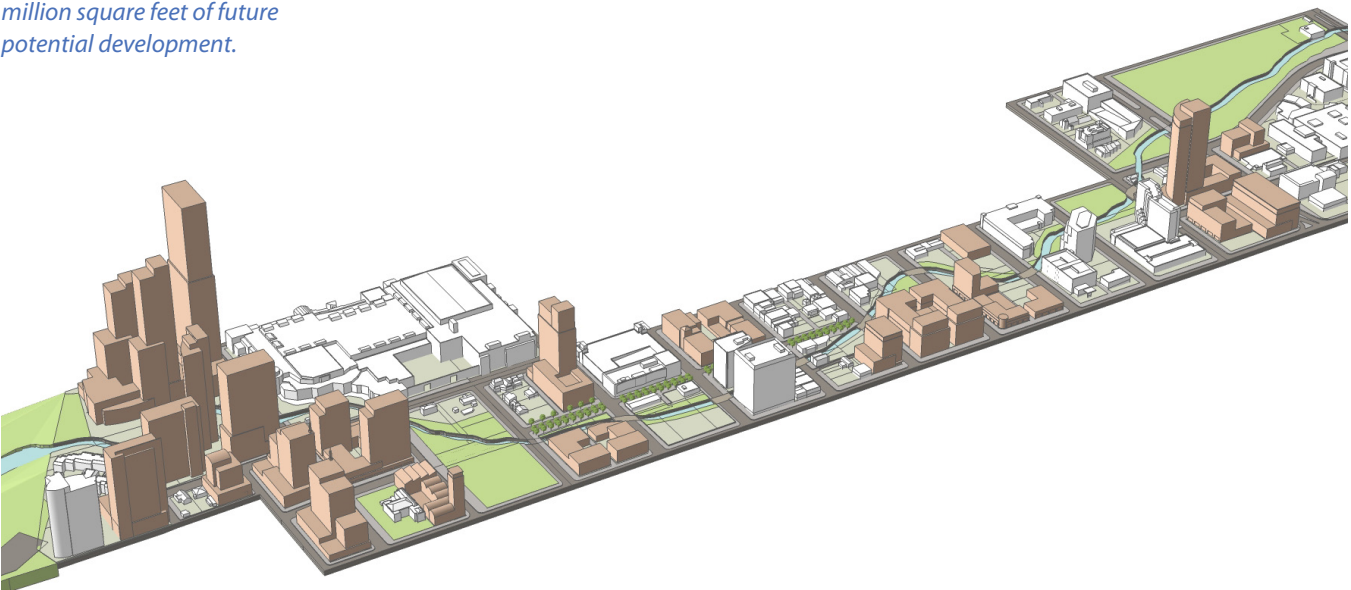
Historic Resources Identification:

- On the basis of windshield surveys and the City's 1984 Cultural Resources Survey, two sub-areas of the Waller Creek District have been identified as potential Local Historic Districts, subject to further study and property owner interest. This includes the north and south blockfaces of East 6th Street between IH 35 and Trinity Street and the northern blockface on East 3rd Street between Red River and the Sabine Street right-of-way.

Development Opportunity Sites:

- There are 21 assembled properties of a quarter-block or greater, totaling about 26 acres, representing approximately 7.6 million square feet of development, under existing entitlements.
- These "opportunity sites" are relatively unconstrained (with the exception of Capitol View Corridors) and could develop over the next five to 15 years.
- The opportunity sites include approximately nine acres of publicly-owned land, including the Austin Police Department (APD) facility, the Municipal Courts and Travis County's facility in the historic Palm School.

The sites shown in brown represent approximately 7.6 million square feet of future potential development.



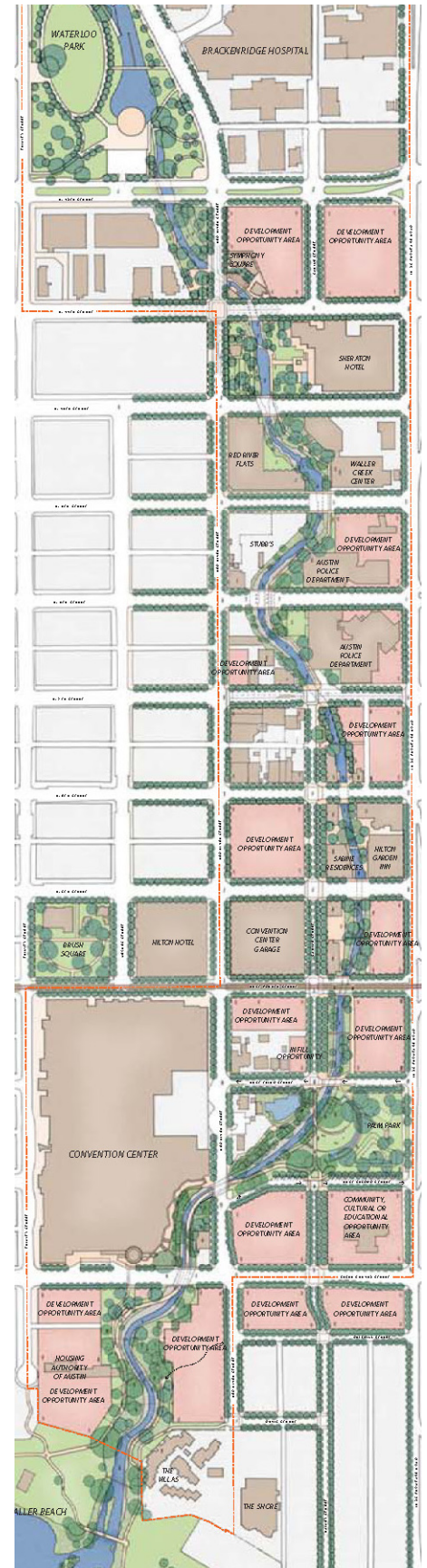
Urban Design Priorities:

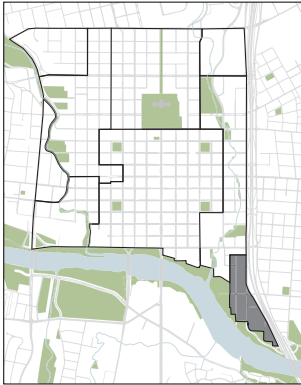
- Implement creekscape, trail and open space improvements as an integral part of the Waller Creek Tunnel project.
- Provide incentives to retain and expand live music venues.
- Promote a pattern of development that re-engages Waller Creek with the surrounding downtown, and creates a positive and sustainable greenway between UT and Lady Bird Lake.
- Enhance connections to the Convention Center, 6th Street, and Red River Street to create a premier visitor/tourist destination.
- Revitalize Palm Park as a family-friendly, water-oriented place that reflects its importance to the Hispanic community.
- Promote development opportunities at a variety of scales, including mid-rise development on small parcels.
- Promote the development of facilities for the creative community (e.g., workspace, rehearsal space, galleries, etc.).
- Control the number and intensity of bars and cocktail lounge uses, particularly along East 6th and Red River streets.
- Require ground-level space suitable for active, pedestrian-oriented uses, including retail, particularly along Red River, East 6th and Sabine streets.
- Establish a program for off-site parking (e.g., in-lieu fees and centralized public/private parking facilities) that can reduce the need for on-site parking, create opportunities for affordable housing, and allow smaller parcels to redevelop more effectively.

A continuous trail is envisioned between Lady Bird Lake and UT.



Waller Creek Master Plan





RAINEY STREET DISTRICT

District-Specific Goals:

1. Allow for the orderly transition of the District from a single-family enclave to a high density, mixed-use neighborhood.
2. Establish an infrastructure master plan to promote an adequate roadway, pathway and utility network.
3. Create stronger pedestrian and bicycle linkages to the CBD, Lady Bird Lake, Waller Creek and East Austin.
4. Create improved roadway connectivity to the IH 35 Frontage Road and Cesar Chavez Boulevard.
5. Preserve the existing tree canopy along Rainey Street to the maximum extent possible.

Top Three Public Improvement Priorities (per 25 responses from 2009 survey):

1. Great Streets (84%)
2. New parks, pocket parks or plazas (40%)
3. Public parking facility (40%)

Existing Form and Character:

- This area contains a concentration of single-family houses and bungalows along Rainey Street on small parcels 120-feet deep and less than 50-feet wide. The properties within the area have recently been rezoned to CBD. Several have recently converted to nightclubs and bars.
- High-rise buildings have been constructed and/or planned along the Lady Bird Lake edge of the District.
- The mature street yard tree canopy throughout the District contributes greatly to the character of the area, as well as to the City's urban forest.

The Rainey Street District is characterized by new development in close proximity to older single-family homes.





Rainey Street District Form and Character Analysis



Small businesses have located in several of the original houses of the Rainey Street District.

- Streets in the District are not well connected to the surrounding downtown, limiting pedestrian, bicycle and vehicular access and making the area feel isolated.

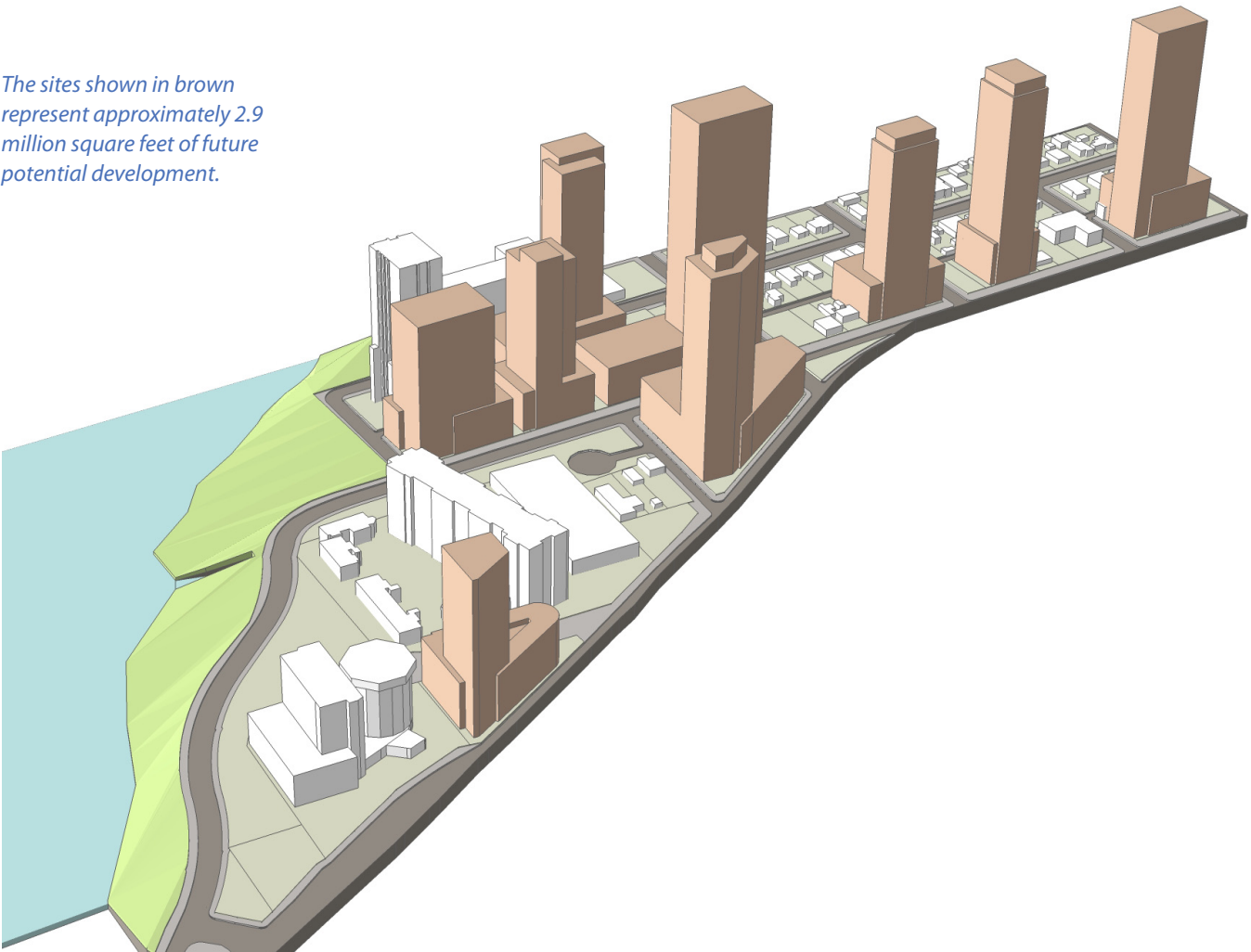
Historic Resources Identification:

- A National Register Historic District currently exists along Rainey Street, but the recent rezoning of this area from SF-3 to CBD could promote demolition of existing single-family houses.

Development Opportunity Sites:

- There are nine assembled properties of at least one-quarter block each, totaling about six acres and representing approximately 2.9 million square feet of development.
- These “opportunity sites” are relatively unconstrained and could develop over the next five to 15 years. Other smaller sites exist, particularly along Rainey Street, but will need to be assembled if they are to be redeveloped.

The sites shown in brown represent approximately 2.9 million square feet of future potential development.



Urban Design Priorities:

- Promote streetscape, creekscape, bridges, trails, promenade and other open space improvements that establish a more direct relationship with Lady Bird Lake and Waller Creek.
- Encourage new residential and other uses that can complement the existing, quiet neighborhood character. Limit the number of cocktail uses allowed.
- Encourage neighborhood-serving retail and commercial uses along Cesar Chavez and the IH 35 frontage road.
- Promote the highest levels of density in the Rainey Street District, consistent with existing base zoning and the to-be-determined density bonus provisions of the Waterfront Overlay District.
- Ensure compatibility with the existing low-rise pattern of houses by requiring mid- and high-rise buildings with streetwalls and setbacks.
- Promote creekside development that addresses the creek, maintains appropriate setbacks and enhances its ecological integrity.
- Promote building forms that preserve upland views to the lake.
- Require any above-grade parking garages along Rainey Street to be lined with upper-level residential, hotel or offices uses.
- Require ground-level space suitable for active, pedestrian-oriented uses, including retail, or ground level residential units with street entries.
- Better connect the Emma S. Barrientos Mexican American Cultural Center (MACC) to Downtown and East Austin.



The Rainey Street District is home to the MACC (above) and is emerging as a unique district of bars, cafes and live music (below).

